

Veterans

Acquisition and Retention System

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The Virginia Values Veterans (V3)

Certification Program

Overview

- Background – current state of veterans employment, profile of veteran seeking employment, how they got the job they had, what they learned from it, and what they want in their next job
- Virginia's new approach – the V3 (Virginia Values Veterans) Initiative – its goals, methodology, and benefits
- The nuts and bolts: working with companies, changing behavior, asking the right questions, and evaluating success



Virginia Values Vets

Goals

- a. V3 is all about re-capitalizing the Virginia Workforce and energizing Virginia's economy. It is an Economic Development initiative.
- b. The Department of Veterans Services is kick starting the V3 Training and Certification Process by teaching companies how to hire Vets and then tracking the business impact of re-capitalizing the workforce with Vets to give others the courage to hire and retain Vets. (Teaching companies how to fish; not fishing for companies.)
- c. V3's primary focus is on Virginia's companies under 1,000 which represent collectively the overwhelming majority of the total hiring demand and connecting them with the primary hiring and retention requirement—Initial Entry Teammates.
- d. V3's 1st year goal is by the 1st Annual V3 Summit on June 12, 2013 to have proven the concept by training and certifying at least 50 companies.



Virginia Values Vets Services

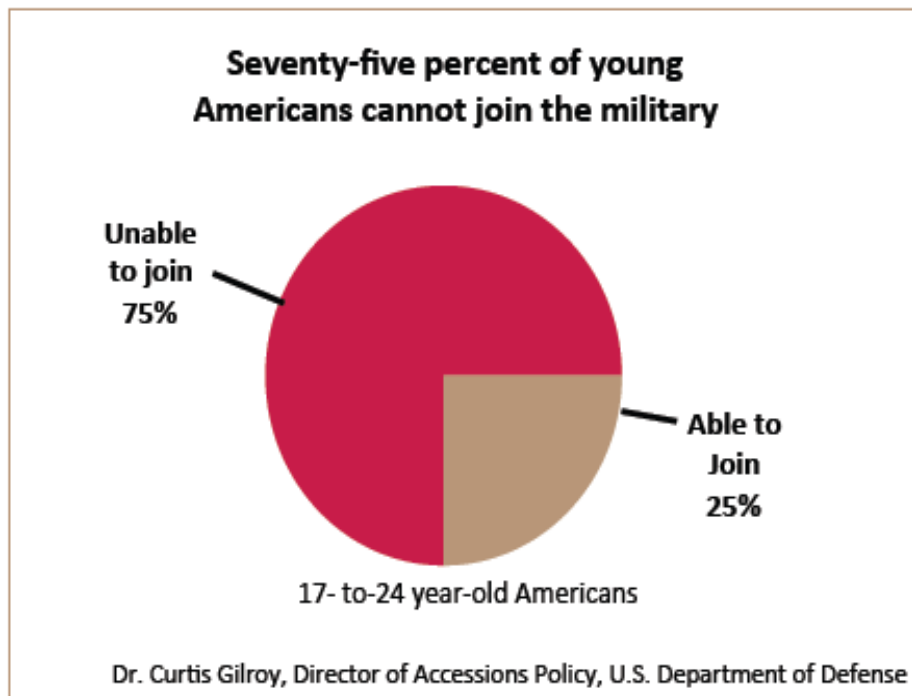
- The Commonwealth is providing:
 - V3 Awareness and Information sharing via seven (7) V3 Conferences from June 2012 – June 2013
 - Vet Ready Assessments and Training: On Site Training and Coaching to meet your specific circumstance
 - V3 Certification Program: Leads to the Commonwealth incentivizing Vet Hiring and Retention
 - V3 Best Practice and Lesson Learned capture and sharing during implementation by regular contact with V3 Certified companies
 - Linking Vets to V3 Certified Companies who know how and are committed to re-capitalizing their workforce with these amazing “Americans”



The Vet Facts

- Increasing Number of Veterans Departing Military Service: 136,000 Army Services Members Transitioned in FY2011– More in FY 2012
- High and rising Veteran Unemployment Rate (12.1%)
- April 2012: Vets under age 24 = 29.1% Unemployment Rate
- Increasing Industry Workforce and Leader requirements due to Aging of the Workforce and increasing production/capacity demands
- Veterans provide exactly the Right “Fit” which is the #1 industry need—the Right Fit **NOT** the...Right Skill—we can teach the skill
- Significant Availability of State and Federal Funding focused towards Veterans
- DoD Unemployment bill for Unemployment benefits is \$1B in FY12 and \$3B in FY 15.

The U.S. Military: The Most Sophisticated and Proven New Hire Systems in America



Four most common barriers for potential recruits:

- 1. Failure to graduate high school**
- 2. Criminal record**
- 3. Physical fitness issues including obesity**
- 4. Unable to meet job minimum ASVAB scores**

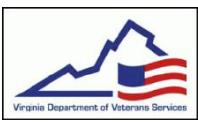
The ASVAB is an entire test battery made up of 10 different subtests. The AFQT are the following sub-tests: arithmetic reasoning, mathematics knowledge, vocabulary, and paragraph comprehension of the ASVAB. The other 6 subtest determine best job fit.

Vet Expectations

- Good Leadership
- Teach them what you expect them to do
- Want to be part of a Team
- A Chance to Win– See a Future
- \$25K plus full benefits

“Connecting the Dots”

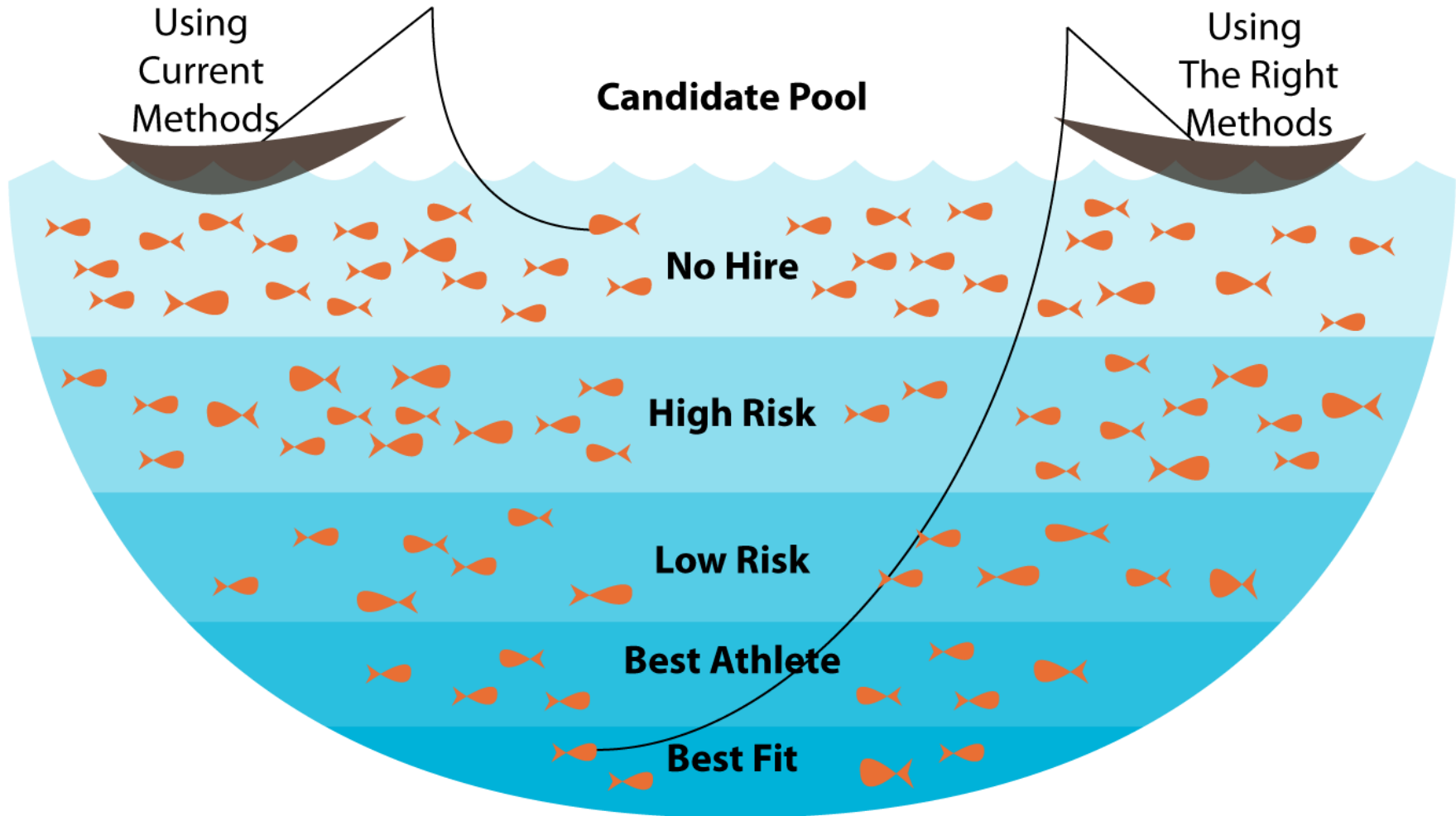
- Develop a customized, individualized Talent Acquisition and Retention System (a Vet Pipeline) to connect America’s proven Veteran Workforce and the Nation’s increasing labor requirement based upon each organizations specific workforce need and operational circumstance.
- Secure state veterans agency support.
- Create measurement and certification standards.
- Focus on 1 Company – 1 Job – 1 Vet at a time!



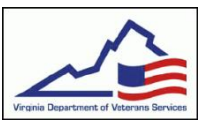
V3 Methodology

- Teach companies how to hire Vets and then develop incentives for Virginia companies to hire and retain Vets
- Focus on Virginia's companies with fewer than 1,000 employees, which represent collectively the overwhelming majority of the total hiring demand
- Connect these companies with the primary hiring and retention requirement—Initial Entry Teammates.
- Work with bigger companies to help them help their smaller supply chain companies. (Teaching companies how to fish not fishing for companies.)
- Recognize companies when they complete V3 training and when they achieve certain milestones

Talent Pond



The Talent Acquisition and Retention Program is designed to specifically target individuals that are the best fit, not to just increase the number of candidates or applications in the data base



Vet Pipelines Goal

Train **Companies** to Hire and Retain Vets!

Objective:

V3 Certified

Companies who implement Vet Pipelines.
They are trained and have a focused Vet Pipeline,
Hire and Retain a fixed % of New Hires for 1 year.

World Class Talent Acquisition and Retention Systems

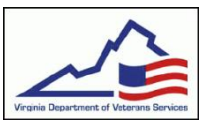
The Revolution

Change the
Traditional: Procurement Model
(Passive and Company Focused)
to a
High Performers: Sales Model
(Active and Candidate Focused)



The Vet Ready Assessment: Vet Strong Qualifying Questions

- **Is your Senior Leadership engaged, aware, and supportive of the V3 Goals?**
- **Is your company hiring?**
- **Does your company have or plan to have a Focused Vet Recruiting and Retention Program?**
- **Is your entry level compensation at least \$25,000 a year plus full benefits?**



The Vet Ready Assessment: Vet Strong Qualifying Questions

- **Are your 1st Line Leaders trained in how to retain Vets through their 1st year on the job?**
- **Do you have or do you plan to have an entry level skills training program to teach Vets what is required to be successful in their first jobs?**
- **Do you have a Structured Career Progression so Vets can see a future as a member of your business?**

The Core Metric

**Acquiring and Retaining an
Engaged and Productive
Teammate at the 1 year
Anniversary**

1 Company, 1 Job, 1 Vet at a time!!

V3 Certified Companies

1st V3 Certified Class

- Huntington Ingalls Industries
- Lockheed Martin
- ManTech
- Top Guard Security
- Chandler Concrete
- Ball Metal – Williamsburg
- Hampton Sheriff Office
- MicroAire
- TMG, Inc
- Entry Guard Systems

2nd V3 Certified Class

- Farmers Insurance District 20
- City of Norfolk
- Bon Secours
- ECPI University
- LightGrid LLC
- Data Systems & Technologies
- Allied Associates
- Digital Sandbox
- WTTG

Path Forward

- Joint Base Langley/Eustis is holding their own V3 Employers Training Day.
- Sponsor your own V3 event at your station to help train employers in your footprint to hire and retain transitioning service members.
- Build relationships with V3 Certified Organizations to create recruiting pools.



Thanks...

1 Company – 1 Job – 1 Vet at a time!!

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